



The event dedicated to the horticultural supply chain and to the economy of plants, landscape architecture and green cities, returns from 26<sup>th</sup>-28<sup>th</sup> September at the Fiera di Padova.

## **70<sup>TH</sup> EDITION OF FLORMART: OVER 300 EXHIBITORS, THE BEST FROM THE HORTICULTURAL SECTOR SHOWCASED IN SIX HALLS, OVER 60 EVENTS, IN THE NAME OF 'THINKING GREEN'.**

*Foreign delegations from 30 countries. Double debut: Erbale Forum, focused on medicinal aromatic plants, and FutureVillage, featuring a start-up award.*

*ECOftechGREEN will host Jean-Louis Missika, deputy mayor of Paris, who will present the new park to be realised under the Eiffel Tower.*

Padova, 23<sup>rd</sup> September 2019 – Plants and machinery, chemical innovations and sustainability research, landscaping and green cities, innovative companies and new supply chains of medicinal aromatic plants. All this and more is to be found at **Flormart 2019**, the 70<sup>th</sup> edition of the international exhibition for horticulture, landscape architecture and green infrastructures, which takes place from Thursday 26<sup>th</sup> to Saturday 28<sup>th</sup> at the Fiera di Padova. Over 300 exhibitors – an increased number in comparison with the 2018 edition – will be hosted in the six halls of the trade fair, where they will showcase the best of Italian and international horticultural production. **Ornamental trees and shrubs, indoor and flowering plants**, equipment for the horticultural production and all that is needed for the construction of parks and gardens will be on show. This is in addition to equipment for **the construction of green areas**, equipment and materials for plant growing and eventually a wide range of services along with research and experimentation activities. Moreover, thanks to the valued support from Promex, the internationalisation department of the Padova Chamber of Commerce, **over 80 hosted buyers** are expected **from 18 countries**, namely: Albania, Algeria, Azerbaijan, Croatia, United Arab Emirates, Georgia, Germany, Jordan, Israel, Lebanon, Morocco, Netherlands, Oman, Qatar, Romania, Tunisia, Hungary, Kazakhstan.

However, Flormart is also culture, professional training, research and innovation: a rich three-day schedule of over 60 events, workshops, meetings and awards, including 12 conferences and over 200 speakers. The first conference will be "**Verde e Salute. Le piante per il benessere delle città**" ('Greenery and Health. Plants for the well being of cities') which opens the exhibition on Thursday at 9:00am.

### **A NETWORK OF INSTITUTIONS AND PROFESSIONALS**

Such a rich program is the result of numerous institutional and professional collaborations. Firstly, we wish to mention the collaboration with **Regione Veneto** and Veneto Agricoltura, as well as with **Mipaaf** (Italian Ministry for Agriculture Food, Forestry and Tourism Policies) and its research body, **Crea**. Secondly, we wish to mention the collaborations with the horticultural industry, in particular with **Anve** (the Italian national association of nursery stock exporters), who will be present at the exhibition. Anve has also collaborated in organising a conference **on the new European phytosanitary regulation**, scheduled on Thursday afternoon. In addition, the **Distretto Altolombardo** and **Confviva** of Catania will be both present with exhibitions from their associated producers. Italian **professional associations**, such as the Ordine Nazionale dei Dottori Agronomi e dei Dottori Forestali (Italian association of chartered agronomists and foresters) and the Ordine degli Architetti (Italian association of architects), will also take part in the exhibition with their own stands. **AIDTPG**, the Associazione Italiana **Direttori e tecnici pubblici giardini** (Italian association of public gardens directors) will also participate in different initiatives of the show. A rich **program of conferences** to be held during the three days of the exhibition will involve all the organisations and bodies from the sector, including representatives from the Ministry to regional, province and municipality. The opening conference, which will be focused on the topic '**greenery and health**', is jointly organised with Comune di Padova and the Associazione Italiana Direttori e tecnici pubblici giardini. The conference on the new EU phytosanitary regulation (scheduled on Thursday at 2:00pm) is organised jointly with Anve and will be attended by **ENA**, the **European Nursery Stock Association**, and by **AIPH - the International Association of Horticultural Producers**. The conference on the **CAM/Minimum Environmental Criteria** in public greenery is promoted by GPP LAB (the platform on Green Public Procurement) and will be held on Friday at 11:00am. A seminar on Friday at 2:00pm will focus on the 'challenge' between **horizontal and vertical gardens**, and will be attended by AIGP (the Italian association of professional gardeners) and Conaf, Consiglio dell'Ordine Nazionale dei Dottori Agronomi e dei Dottori Forestali (council of the Italian national association of chartered agronomists and foresters).

## **ECOTECHGREEN, ERBALE FORUM AND FLORMART FUTURE VILLAGE**

On 27<sup>th</sup> and 28<sup>th</sup> September the **ECotechGREEN** international Forum, a major, established event organised by Paysage - Promozione e sviluppo per l'architettura del paesaggio, in collaboration with Flormart, will take place. The heart of the event is the technical-design section focused on the important Forum themes from technology in the green sector to urban landscapes and ecological mobility. Jean-Louis Missika, deputy mayor of Paris, will present the new park to be realised under the Eiffel Tower. All the things that the plant world can give us to make people's life better are also to be found at Flormart with the first edition of the **Erbale Forum**. A rich schedule of meetings, coordinated by Demetrio Benelli, will involve experts, researchers and representatives of innovative projects and experiences in the medicinal aromatic plant sector. It will be an opportunity to learn about technical-scientific, regulatory and market aspects through a dedicated exhibition aimed at encouraging networking and

exchange of products and services between participants in the supply chain. The products will range from edible flowers, increasingly, but not exclusively, used in food preparation, to veterinary phytotherapy.

**Flormart Future Village** is another debutant at Flormart and is promoted jointly with Blum. Innovation is the focus of the initiative. Eight start-ups, previously selected through a tender, will be competing for the Flormart Future Village Award. The same number of companies will be present with innovative projects, while there will be four research centres. All of them will be involved in a series of meetings to outline future developments in the sector. The awards ceremony will take place on Saturday morning.

The event schedule can be found on the website: <https://flormart.it/it-IT/events>

- **Flormart** is the international Exhibition for horticulture, landscape architecture and green infrastructure, organised by Fiera di Padova. The event, which marks its 70<sup>th</sup> edition this year, brings together experts and companies from the green sector at an international level. Website: [Flormart.it](http://Flormart.it)

### **Blum. Business as a medium**

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